

ILLEGIB

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DD/MAS 73-1106

29 MAR 1973

MEMORANDUM FOR: Director of Personnel

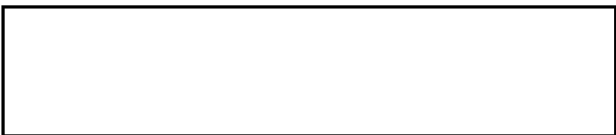
SUBJECT : Agency Image

1. In the early 1960's the Agency conducted a "100 Universities Program" under the auspices of the Office of Personnel. Senior officers traveled to selected schools for talks and seminars to aid students and faculty members in better understanding the Agency and its mission and role in foreign affairs. The program was considered a success but was terminated when anti-Agency sentiment began to develop among student groups in the mid-sixties.

2. A program such as this seems to be an excellent vehicle for improving the Agency's image. We have many capable officers who are experts in a variety of fields. Such individuals gain respect for the Agency because of their personal expertise. Also, demonstrating expert knowledge about professional matters reduces the likelihood of Agency officers getting involved defensively in the more mundane polemics about the role of CIA.

3. Please examine the value of reinstituting such a program. I would appreciate having your comments and recommendations by 1 May 1973.

ILLEGIB

  
HAROLD L. BROWNMAN  
Deputy Director  
for  
Management and Services

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# ROUTING AND RECORD SHEET

SUBJECT: (Optional)

Modified 100 Universities Program

FROM:

Director of Personnel  
5 E 58 Hq

EXTENSION

NO.

DD/A75-4872

DATE

15 OCT 1975

25X1

TO: (Officer designation, room number, and building)

DATE

RECEIVED

FORWARDED

OFFICER'S INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1. Deputy Director for Administration

7 D 18 Hq

16 OCT 1975

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To 3

See

I support

the position of the

Director of Personnel

25X1

3. Director of Central Intelligence

7 E 12 Hq

10/19

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5.

6. Director of Personnel  
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